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**2002 National Voter Study**

**PENN, SCHOEN & BERLAND**

*WINNING KNOWLEDGE*

**A S S O C I A T E S , I N C .**

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# Methodology

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- **Following the 2002 midterm elections, 1000 adults nationwide were interviewed by Penn, Schoen & Berland Associates by telephone.**
  - **All interviews were conducted among voters, those who voted in the 2002 midterm elections.**
  - **Most interviews were conducted Wednesday, November 6 and Thursday, November 7. The balance was conducted over the following weekend.**
  - **The overall margin of error for this study is +/- 3.1% at the 95<sup>th</sup> confidence interval. The margin of error for subgroups is slightly higher.**

# Regional Definitions

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## **NE = Northeast**

**Connecticut  
Delaware  
District of Columbia  
Maine  
Maryland  
Massachusetts  
New Hampshire  
New Jersey  
New York  
Pennsylvania  
Rhode Island  
Vermont**

## **MW = Midwest**

**Illinois  
Indiana  
Louisiana  
Michigan  
Minnesota  
Ohio  
Wisconsin**

## **Sth = South**

**Alabama  
Arkansas  
Florida  
Georgia  
Kentucky  
Mississippi  
North Carolina  
Oklahoma  
South Carolina  
Tennessee  
Texas  
Virginia  
West Virginia**

## **Farm = Farm**

**Iowa  
Kansas  
Missouri  
Nebraska  
North Dakota  
South Dakota**

## **West = West**

**Arizona  
California  
Colorado  
Idaho  
Montana  
Nevada  
New Mexico  
Oregon  
Utah  
Washington  
Wyoming**

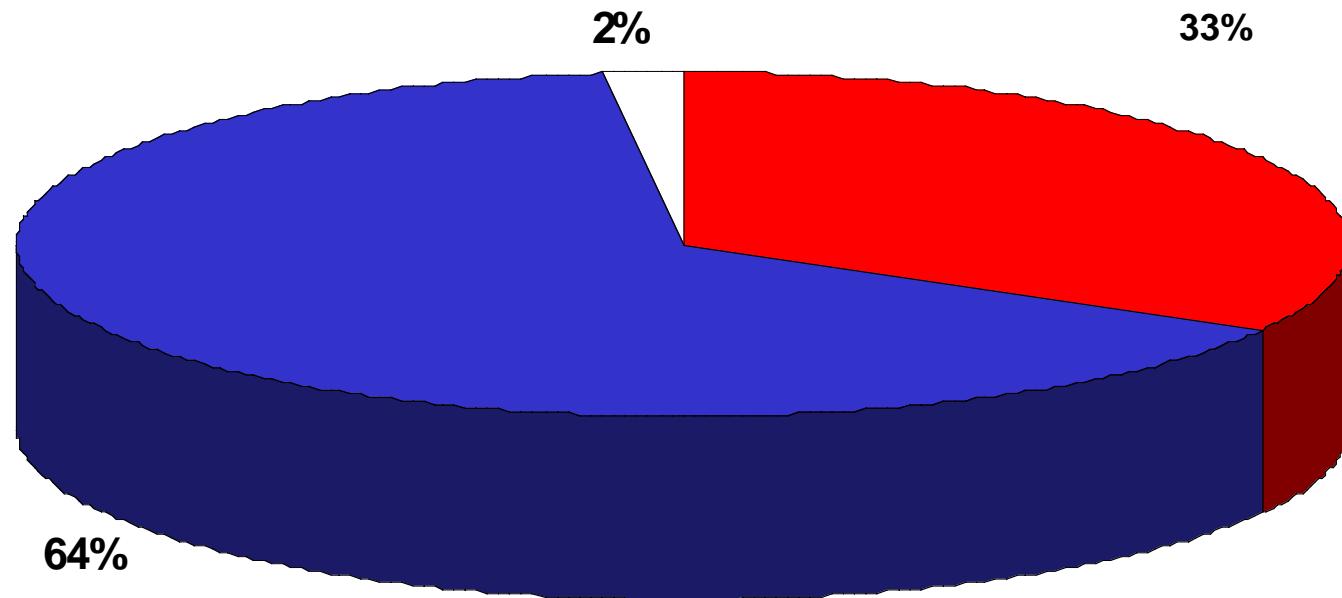
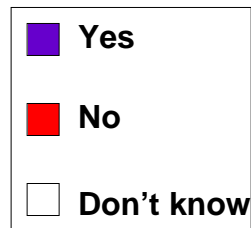


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# **US Public Opinion Regarding Seal Clubbing**

# Most Voters are Aware of Seals Being Clubbed and Killed

Have you heard about the practice of killing seals in Canada where baby seals are clubbed, killed by a hit to the skull, or shot for their skins?

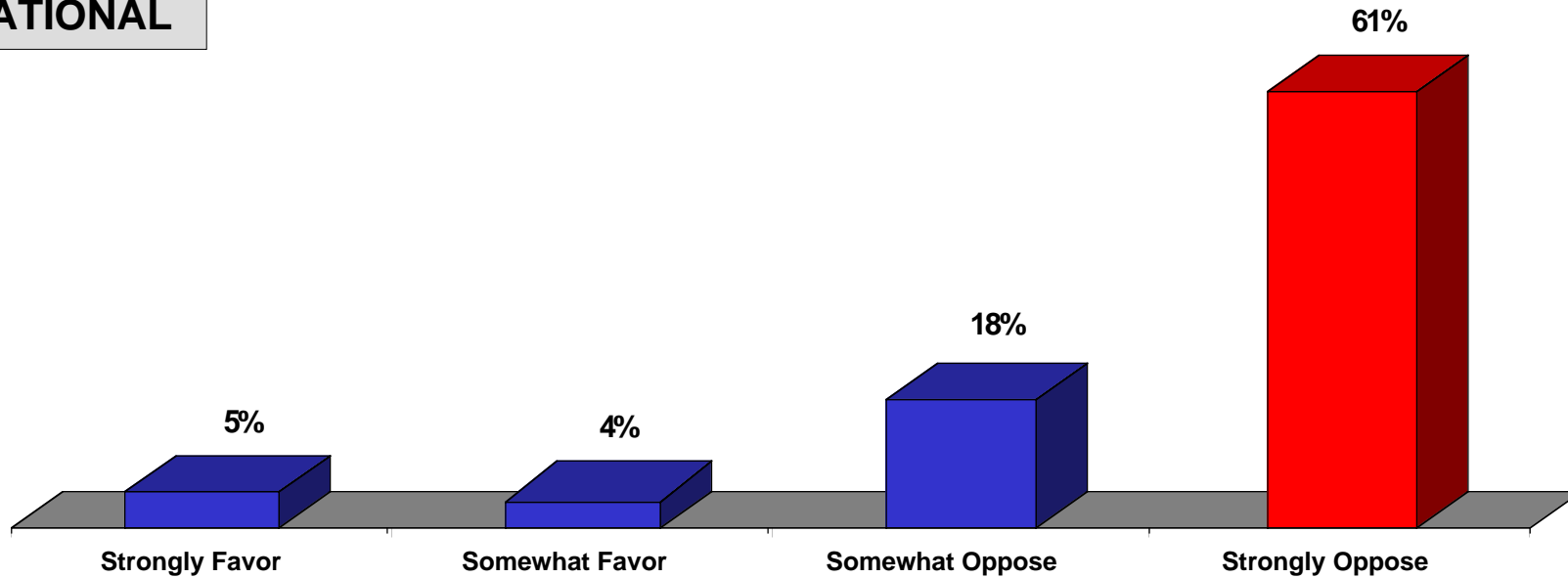


	Male	Fem	18-34	35-49	50+	Mar.	Single	NE	MW	Sth	Farm	West
Yes	68%	61%	53%	72%	69%	61%	57%	73%	60%	57%	68%	67%
No	29%	38%	45%	27%	29%	39%	40%	26%	38%	40%	32%	29%

# Voters Strongly Oppose Practice

In general, would you say that you...to this practice of killing seals?

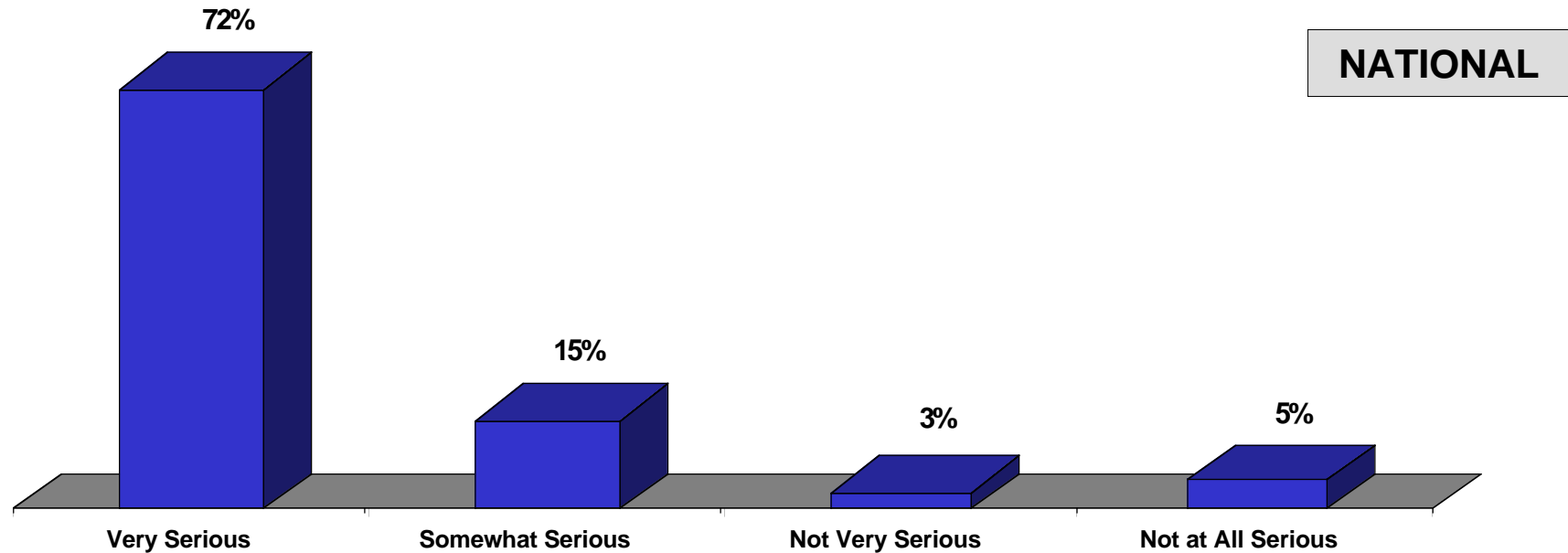
**NATIONAL**



	Male	Fem	18-34	35-49	50+	Dem	Rep	Ind	NE	MW	Sth	Farm	West
<b>Strongly favor</b>	8%	2%	14%	1%	1%	11%	3%	2%	10%	5%	4%	0%	2%
<b>Somewhat favor</b>	6%	2%	5%	3%	4%	3%	7%	2%	2%	4%	4%	0%	7%
<b>Somewhat oppose</b>	23%	14%	16%	20%	19%	11%	26%	20%	11%	23%	21%	32%	17%
<b>Strongly Oppose</b>	47%	75%	56%	66%	64%	67%	49%	64%	71%	55%	60%	55%	60%

# International Veterinary Report Makes Voters Even More Offended

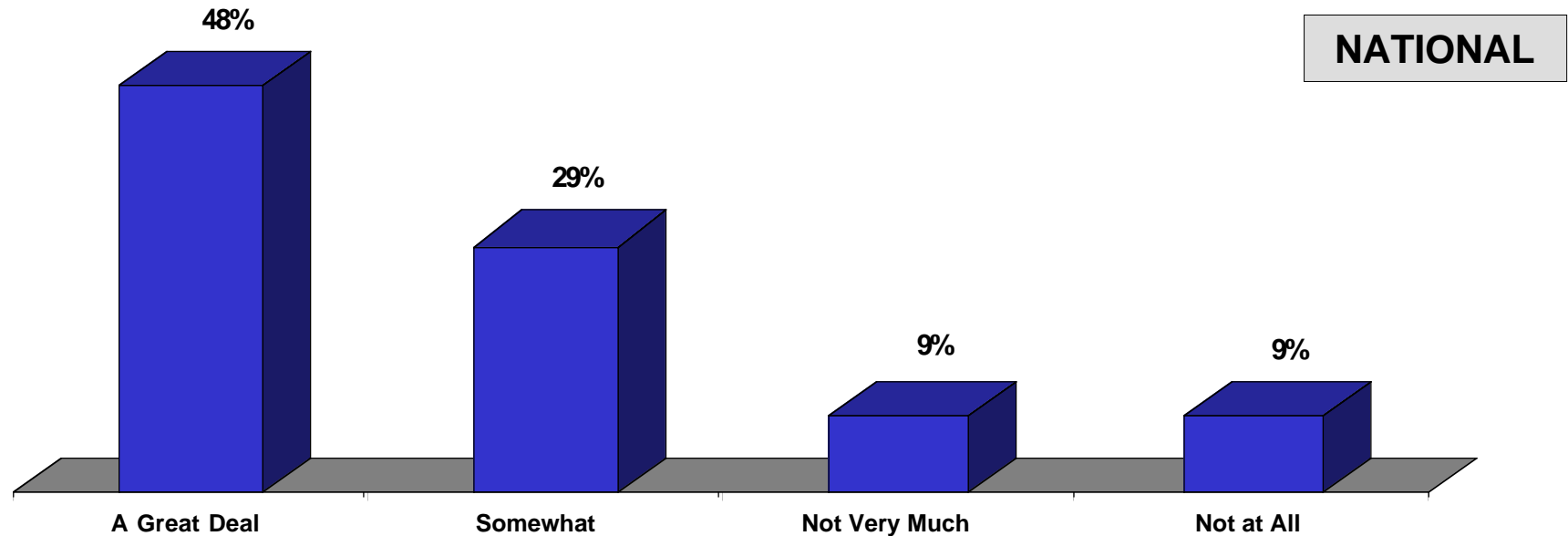
A recent international veterinary report concluded that 42% of seal pups that were clubbed in Canada were skinned alive while fully conscious. In your opinion, is this a...problem?



	Mal	Fem	18-34	35-49	50+	Dem	Rep	Ind	NE	MW	Sth	Farm	West
Very serious	65%	80%	72%	71%	78%	76%	63%	74%	81%	66%	70%	64%	74%
Somewhat serious	17%	12%	16%	17%	10%	15%	22%	11%	12%	19%	15%	23%	11%
Not very serious	4%	2%	2%	4%	2%	3%	6%	1%	2%	5%	2%	4%	2%
Not at all serious	8%	2%	4%	5%	5%	5%	6%	5%	3%	6%	6%	8%	6%

# Serious Concern Over Rise in Deaths

As you may know, the total number of Harp and Hooded seals killed during the 2002 Canadian hunting season exceeded 300,000 – the highest number since 1967. Do these number of deaths concern you...?

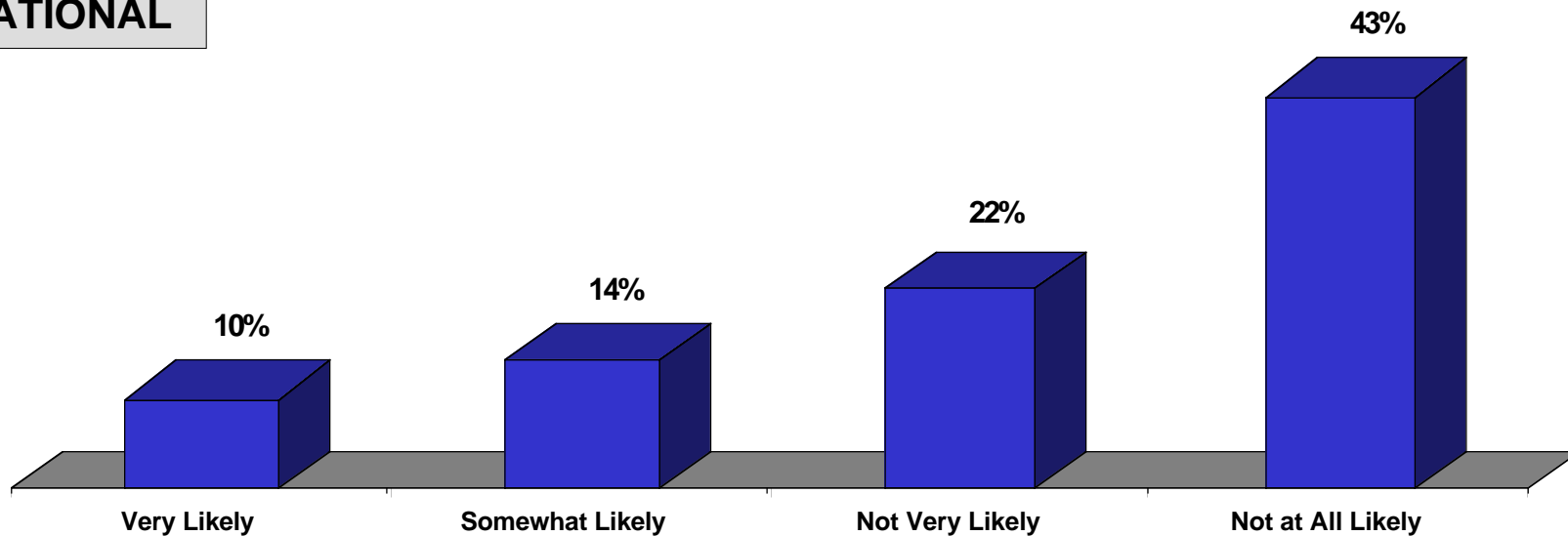


	Male	Fem	No Coll Grad	Coll Grad+	Dem	Rep	Ind	NE	MW	Sth	Farm	West
A great deal	41%	54%	53%	42%	63%	33%	46%	53%	48%	45%	26%	52%
Somewhat	27%	32%	27%	33%	22%	34%	26%	29%	28%	30%	38%	28%
Not very much	13%	5%	8%	11%	6%	12%	13%	9%	9%	9%	12%	9%
Not at all	13%	5%	5%	10%	6%	14%	9%	6%	10%	10%	14%	7%

# Tourists Will Boycott Canada Because of Seal Clubbing

How likely would you be to take a vacation to Canada if you knew that portions of your tourist money would go to support the practice of seal clubbing? Would you be...to vacation to Canada given this?

## NATIONAL



	Male	Fem	Cath	Prot	Dem	Rep	Ind	NE	MW	Sth	Farm	West
Very likely	14%	7%	20%	6%	15%	8%	11%	13%	10%	10%	0%	11%
Somewhat likely	15%	13%	12%	16%	13%	14%	13%	15%	18%	12%	20%	10%
Not very likely	21%	24%	17%	23%	26%	22%	23%	22%	17%	21%	27%	27%
Not at all likely	37%	49%	46%	43%	47%	38%	44%	44%	42%	44%	45%	41%